

USPS Product Innovation Marketing Mail

MTAC

August 28, 2019

Informed Delivery[®] Updates



Informed Delivery Overview



18.62M

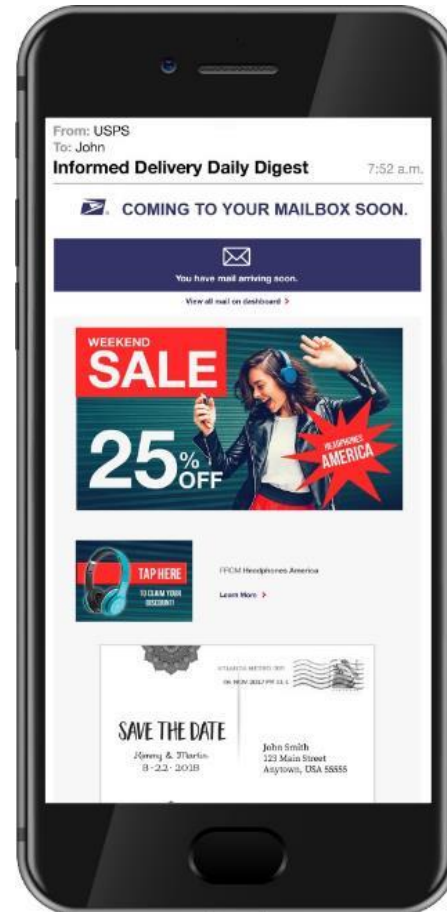
Registered Users

13.6M

Email-enabled Users

208K+

Weekly User Registrations



18,230

Campaigns Created

2,478

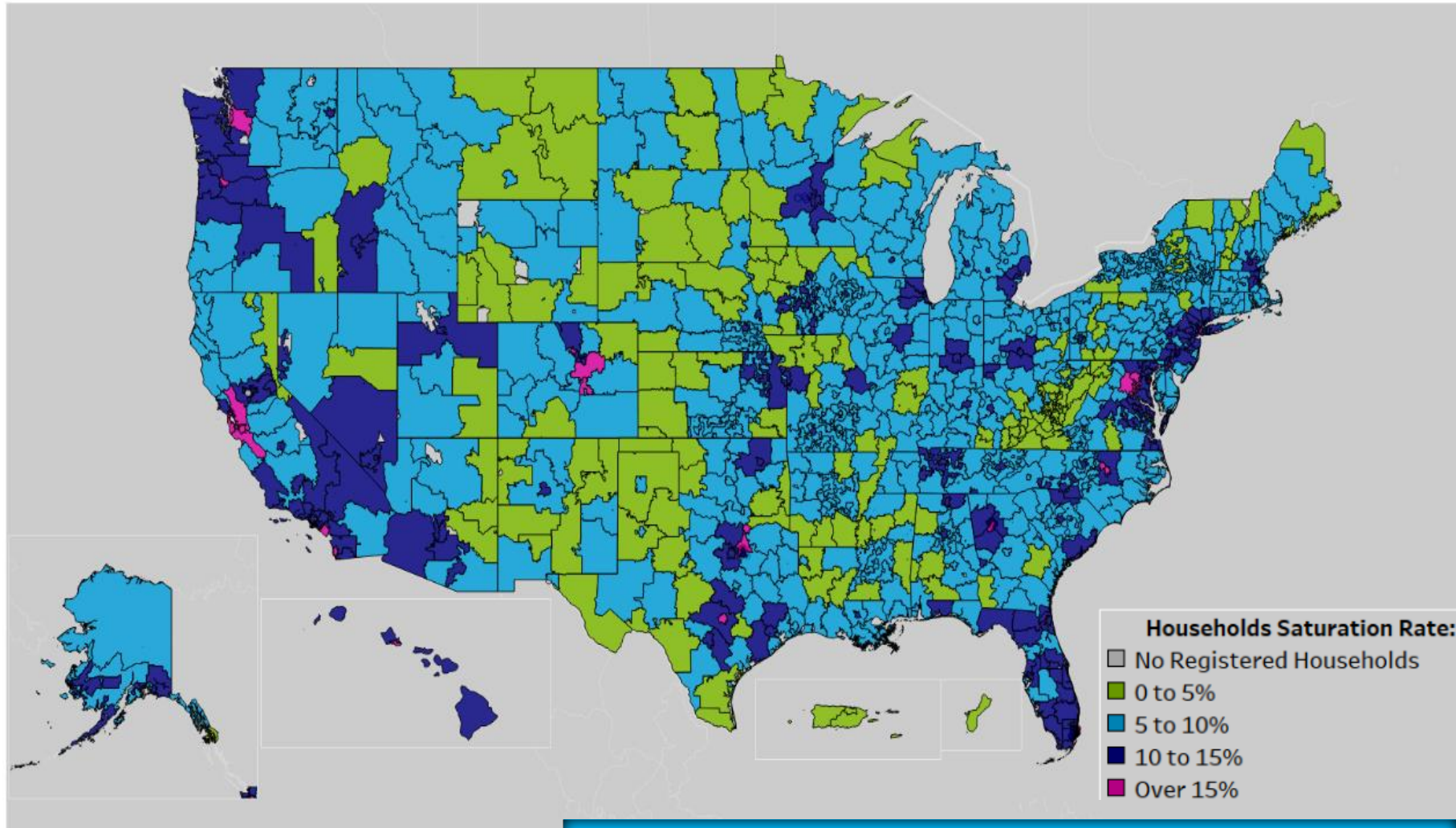
Brands Represented

62.87%

Average Email Open Rate

*Registered users and email-enabled users as of week of August 20, 2019.
Daily user registrations as of August 20, 2019 (8-week average).
Campaigns completed and brands represented as of August 20, 2019.
Average email open rate from December 2018 through May 2019.*

Household Density Saturation



11.8% National Saturation of Eligible Deliveries



Top 10 eDoc Creation Issues

To date, there have been 2,149 failed eDoc campaigns. These recommendations will help improve the success rate of future campaigns.

# of eDocs	Title	Description of the Issue	Action/Recommendation
745	Campaign Start Date in past	Ready-to-Pay (RTP) status of eDoc submitted on “Date X,” though Campaign Start Date “Date Y” is now in the past. Campaigns cannot be submitted with having Start Dates in the past.	When containers will be set to RTP, make sure that the Campaign Start Date is a future date as compared to the date when RTP takes place.
337	Invalid Target URL	The Target URL (what consumers see under the “Learn More” link) was processed, though the URL itself was invalid, and resulted in an error.	Verify URLs in eDoc before submitting eDoc in RTP status.
252	Campaign Serialization Overlap - not active but overlap	Multiple campaigns submitted in one or more RTP eDocs, the serial numbers for one or more of the campaigns are within the Serial range of an already existing campaign. This may be caused when mailer post-sort or address-hygiene processes re-serialize pieces and as a result, the campaign serial grouping that was initially configured is now not as expected.	Prior to RTP submission of eDoc, validate that the MIDs, Serial Numbers, and campaign grouping are intact and as expected.
171	Replacement / Representative Image Size error	The Representative URL was processed, image was loaded, though the size of the image was over the allowed dimensions of the Representative image (780px wide X 500px high).	Verify Campaign Image Requirements for Representative Image dimensions before submitting eDoc in RTP status.
150	Ride-along Image size error	The Ride-along URL was processed, image was loaded, though the size of the image was over the allowed dimensions (300px wide X 200px high) of the Ride-along Image.	Verify Campaign Image Requirements for Ride-along Image dimensions before submitting eDoc in RTP status.



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Upcoming Enhancement

By September 1, USPS will release an update in the Mailer Campaign Portal to improve Post-campaign Analysis report generation.

- Reports will run daily overnight, rather than on-demand by mailer request.
- Post-campaign Analysis reports will be automatically removed 30 days from their completion date timestamp.
- Incomplete reports (e.g., labeled as “In-Process” or “An error occurred while processing the report. Please try again later.”) will not be automatically removed, but users can still manually delete these reports.



System Stabilization Efforts

The Informed Delivery team is working to address system performance issues before the 2019 Promotion.

August In-Scope Items

- Improve performance of Mailer Campaign Portal (MCP) by paginating campaign data for retrieval/display.
- Address temporary email open rate decrease in July (NetScaler configuration).
- Build out the Testing Environment for Mailers in the MCP to allow them to test the feed to Informed Delivery.
- Improve the memory capacity in the Consumer Portal to better handle the images for the Daily Email Digest. |

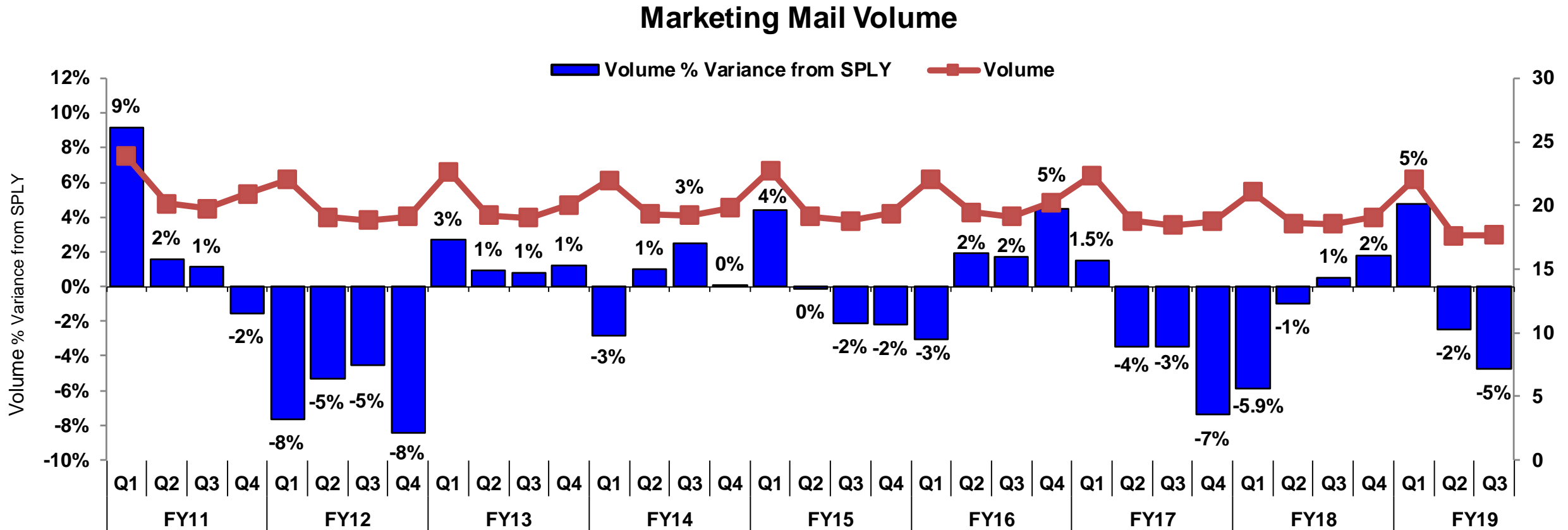
September In-Scope Items

- TBD

Mail Volume and Promotions Updates



Marketing Mail Volume



Notes:

1/ Sources include RPW Quarterly Reports; Excludes Parcels and International Mail volumes



Volume Changes

Marketing Mail: Annual FY Volume

	FY10	FY15	FY16	FY17	FY18	FY19 YTD*
Annual Volume (in Billions)	83	80	81	78	77	57
Annual Volume (% Growth Over SPLY)		-0.3%	1.3%	-3.4%	-1.4%	

Marketing Mail: % Change SPLY

	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2	FY18Q3	FY18Q4	FY19Q1	FY19Q2	FY19Q3
High Density and Saturation Letters	8.6	4.6	(0.7)	(6.5)	2.3	(0.6)	2.7	5.7	0.7	(0.1)	0.2
High Density and Saturation Flats and Parcels*	5.7	1.9	0.9	(2.8)	(4.4)	5.2	7.2	5.8	12.9	5.0	(5.8)
Carrier Route	2.3	8.0	12.9	8.5	4.5	(3.6)	(4.3)	(3.8)	7.4	(2.6)	(18.5)
Flats	(0.8)	(25.8)	(31.8)	(33.6)	(38.1)	(12.1)	(0.6)	(1.6)	2.4	(2.4)	(11.7)
Letters	(0.4)	(4.5)	(3.5)	(7.4)	(4.6)	(0.5)	(0.1)	2.0	3.9	0.0	(2.7)
Total Marketing Mail (Excludes Parcels & Intl)	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)	0.5	1.8	4.8	(2.4)	(4.7)

Notes:

*Includes EDDM Retail

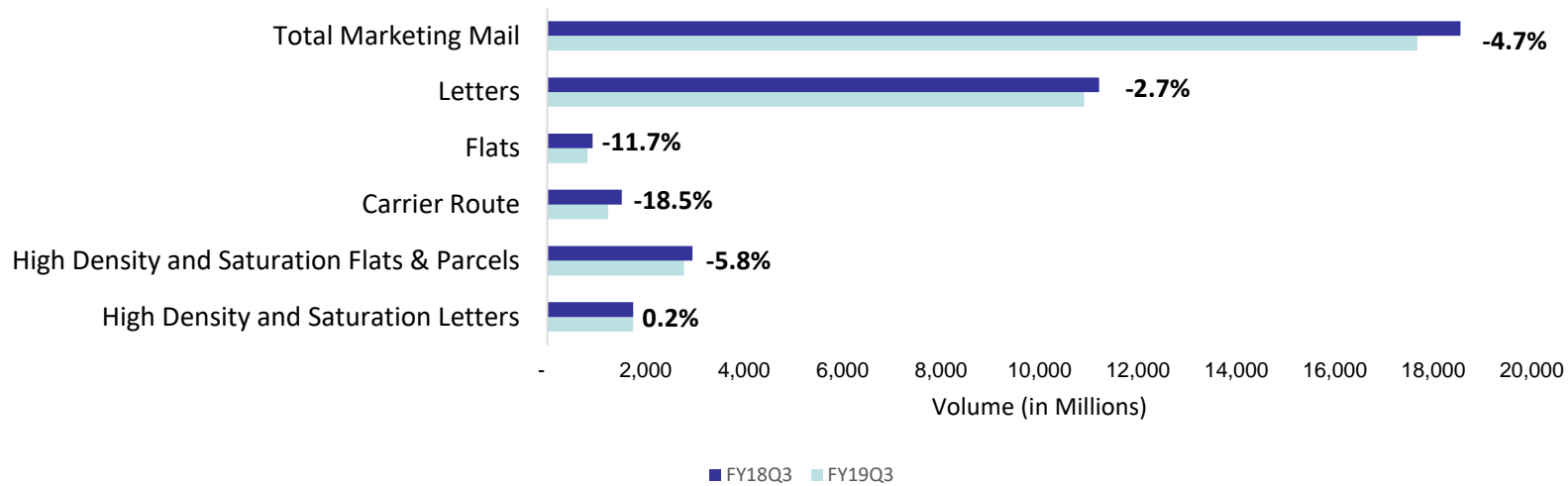
Source:

*RPW Quarterly Files



Volume Changes

Marketing Mail Volume FY18Q3 & FY19Q3



Marketing Mail: % Change SPLY

	FY16Q1	FY16Q2	FY16Q3	FY16Q4	FY17Q1	FY17Q2	FY17Q3	FY17Q4	FY18Q1	FY18Q2	FY18Q3	FY18Q4	FY19Q1	FY19Q2	FY19Q3
High Density and Saturation Letters	6.6	8.6	7.1	9.4	8.6	4.6	(0.7)	(6.5)	2.2	(0.6)	2.6	5.7	0.7	(0.1)	0.2
High Density and Saturation Flats and Parcels*	(7.0)	(3.1)	0.1	4.1	5.7	1.9	0.9	(2.8)	(4.5)	5.5	7.2	5.8	12.9	5.0	(5.8)
Carrier Route	(30.1)	(22.0)	(19.1)	2.5	2.3	8.0	12.9	8.5	4.6	(3.8)	(4.2)	(3.8)	7.4	(2.6)	(18.5)
Flats	35.9	31.8	21.4	(2.4)	(0.8)	(25.8)	(31.8)	(33.6)	(38.1)	(12.1)	(0.6)	(1.6)	2.4	(2.4)	(11.7)
Letters	(1.1)	3.4	2.6	5.2	(0.4)	(4.5)	(3.5)	(7.4)	(4.6)	(0.5)	(0.1)	2.0	3.9	0.0	(2.7)
Total Marketing Mail (Excludes Parcels & Intl)	(3.0)	1.9	1.7	4.5	1.5	(3.5)	(3.5)	(7.4)	(5.9)	(1.0)	0.5	1.8	4.8	(2.4)	(4.7)

Notes:

*Includes EDDM Retail

Source:

*RPW Quarterly Files



2019 Mailing Promotions Calendar

FINAL version, 11-13-2018

JAN – FEB – MARCH

APRIL – MAY – JUNE

JULY – AUG – SEPT

OCT – NOV – DEC

FIRST-CLASS MAIL



MARKETING MAIL AND FIRST-CLASS MAIL



MARKETING MAIL





Tactile, Sensory and Interactive Mailpiece Engagement Promotion:

February 1, 2019 – July 31, 2019

As of August 1, 2019:

- Participants - 167
- Volume – 1,440 M
- Revenue – \$320 M

Emerging and Advanced Technology Promotion:

March 1, 2019 – August 31, 2019

As of August 19, 2019:

- Participants - 278
- Volume – 4,458 M
- Revenue – \$932 M
- Currently have approved 1,250+ samples

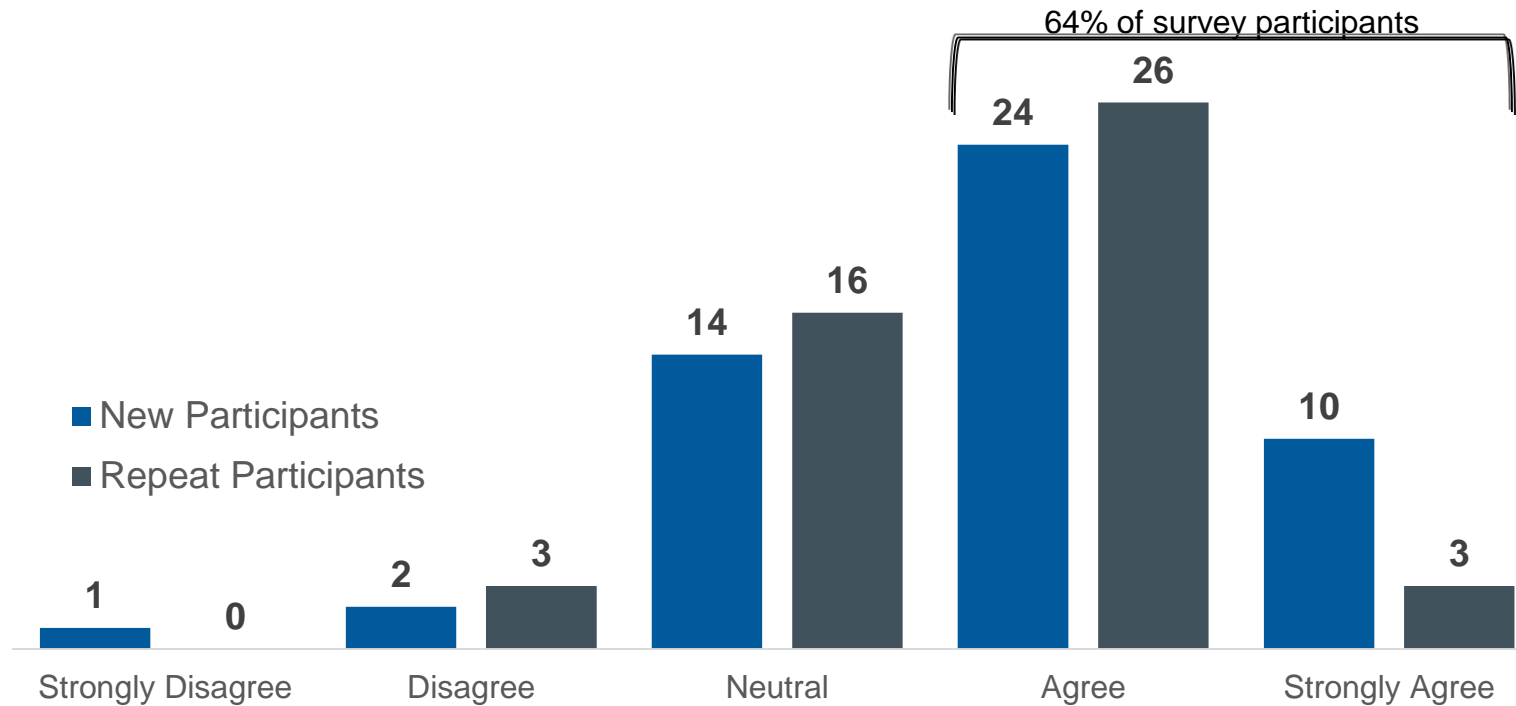
Inquiries and pre-approval requests may be sent to EmergingTechPromo@usps.gov



CY2019 Promotions Feedback

64% of survey participants agree that use of tech/specialty treatments increase the effectiveness of direct mail^{1,2}

Q: Based on your experience, incorporating technology/specialty treatments on to direct mail increases the effectiveness of direct mail as a marketing channel.



1. Response Count for Emerging & Advanced Technology: 74 (40 – Repeat Participants, 34 – New Participants)

2. Response Count for Tactile, Sensory & Interactive: 25 (8 – Repeat Participants, 17 – New Participants)



Earned Value Promotion:

- **Last day to dispute and/or agree to credits is September 15th**
- Credit Acceptance/Redemption Period began July 1, 2019
 - Enrollment – 557 participants
 - Total Participation: 907 CRIDS participated
 - Repeat Participants 272 or 642 repeat participant CRIDS qualified for a rebate (42%)
- ★ We currently have received 40 request to review mailpiece counts- 33 have been resolved and 7 are in progress
- ★ Permit Balance Reports have been fixed and are reflecting adjusted amounts for customers with disputes (Email was sent out on Monday, August 19th notifying customers that received the adjustment)

Note: Non-conforming STIDs (700) won't be counted in future years



Personalized Color Transpromo Promotion: **Promotion Open!**

Promotion Dates: July 1, 2019 – December 31, 2019

Eligible: First-Class Mail® (excludes all FCM single-piece-price mail)

As in 2017

- First-time participants have color only option(s)
- Repeat participants must apply dynamic color& personalization

As of August 19, 2019:

- Participants - 52
- Volume – 346 M
- Revenue – \$130 M

Inquiries may be sent to FCMColorPromotion@usps.gov



Promotion Comparison vs. 2017

Tactile, Sensory and Interactive Promotion

	July 2017	July 2019	Change
Volume	1,219M	1,440M	18%
Revenue	\$268M	\$320M	20%
Participants	158	167	6%

Emerging and Advanced Technology Promotion

	August 2017	August 2019	Change
Volume	4,559M	4,156M	-9%
Revenue	\$986M	\$868M	-12%
Participants	260	264	2%

Personalized Color Transpromo Promotion

	August 2017	August 2019	Change
Volume	209M	244M	17%
Revenue	\$77M	\$92M	20%
Participants	51	51	0%

Combined Promotions

	August 2017	August 2019	Change
Volume	5,987M	5,840M	-2%
Revenue	\$1,331M	\$1,280M	-4%
Participants	469	482	3%

*Note that the data for the TSI promotion is until 7/31 for each year – as the promotion ends on this date



Mobile Shopping Promotion **Promotion Open!**

Promotion Dates: August 1, 2019 – December 31, 2019

Eligible mail: USPS Marketing Mail™ letters and flats
Nonprofit USPS Marketing Mail™ letters and flats

Inquiries may be sent to mailingpromotions@usps.gov

As of August 19, 2019:

- Participants - 203
- Volume – 285 M
- Revenue – \$65 M

Frequent Pre-Approval Issues

- QR Code does not meet $\frac{3}{4}$ " x $\frac{3}{4}$ " minimum
- Website experience has auto opt-in to online communications



Informed Delivery Promotion Registration Open! (September 1st – November 30th 2019)

- Requirements and webinar posted on PostalPro
- Contingency Plans in place to ensure validations work properly
- 369 Customers enrolled as of August 23rd



Marketing Mail Contests

- **NEW Omnichannel Campaign Award** will be presented at **Brand United Summit**
 - Targeted to digital marketers
 - Sponsored by USPS and Mintel
 - Winner announced 10/23/2019
- **2020 Next Generation Campaign Award** contest will again have two categories:
 - Campaigns that feature Informed Delivery® compete to become Grand Champion
 - B2B campaigns can win the “Innovative B2B Campaign Award”
 - Entry Deadline – **2/14/2020**
 - More info will be at usps.com/nextgenaward





USPS Product Management

Manager of Product Classification (A)

Purpose

- To help create and define postal policy on all products and services in the Domestic Mail Manual, International Mail Manual, and Publication 52: Hazardous, Restricted, and Perishable Mail. To validate and verify postal pricing on all published prices and disseminate them through Postal Explorer as well as the Pricing Tool and DMM Advisory.

About

- Our focus is to enhance the customer mailing experience by providing dynamic, intuitive tools and clearly written rules and requirements.



Dale E. Kennedy

Manager of Special Services (A)

Purpose

- To provide continuous improvement of the USPS Special Service products and ensure alignment with the USPS Corporate Strategy, while meeting the expectations of our customers.

About

- The Special Services team assists with guiding the organization regarding the needs of customers in order to maintain and improve the competitiveness of the Special Service products throughout the lifecycles. The team works closely with internal customers along with external industry leaders to meet business objectives and provide added value to USPS products.



Sheila Marano

Questions?



Thank you!